



- Now
- June
- 2012
- 2011
- 2010
- Born

# STONE AGE STRATEGIES IN SPACE AGE MEDIA: GENDER DIFFERENCES IN SEXUAL SIGNALING BEHAVIOR ON SOCIAL NETWORKING SITES

**IGOR MIKLOUSIC \***,  
**MIA KARABEGOVIC \*\***,  
**LUKRECIJA PULJIC \*\***

Update Info View Activity



About

- Works at Institute of Social Sciences Ivo Pilar \* ( igor.miklousic@gmail.com )
- Studied at University of Zagreb \*\*
- From Zagreb, Croatia

**1,445**  
Subscribers

**Photos 20**

**Likes 2**

Status Photo Place

What's on your mind?

**HBES** tagged you in a post Conference program 1 hour ago

### ABSTRACT

Building on the proposition that gender differences in mating strategies and intrasexual competition will be reflected in signaling behavior towards possible mates (i.e. Buss & Schmitt, 1993), we sought to examine if such strategies would be observable on social networking sites.

Like - Comment - Share

Igor, Mia and Lukrecija like this

**Mia Karabegovic** wrote on your wall 2 weeks ago near Zagreb

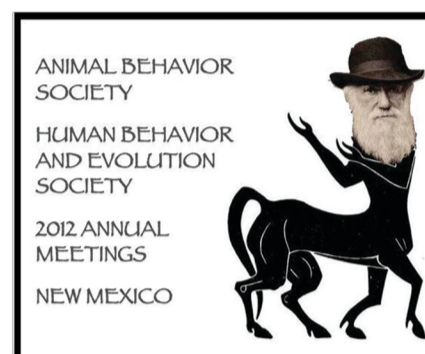
### INTRODUCTION

- From the sudden rise in popularity of various social networking sites, such as Facebook, (FB) researchers have been faced with the question of how psychological constructs influence and reveal themselves in an online, virtual context.
- The first wave of FB research was interested mostly in the construction of visual identity (i.e. DiMicco & Millen, 2007), self-presentation (i.e. Strano, 2008) and the correlation between Internet use and personality (i.e. Ross et al., 2009), and little has been done to investigate the application of evolutionary psychology hypotheses in online settings.
- In view of this lack of research on this powerful self presentation tool, we sought to examine whether gender differences in sexual signaling would be visible in FB profile pictures.
- Building on the sexual strategies theory (Buss & Schmitt, 1993) and the research on intrasexual competition and mate-attraction tactics (Buss, 1988), we expected men to exhibit signs of social status, access to resources and material possessions, intelligence, ambition, and athleticism, whereas women were expected to be more likely to exhibit cues related to fertility and youth such as a healthy physical appearance, flirtatious behavior or high activity levels (Buss & Schmitt, 1993).

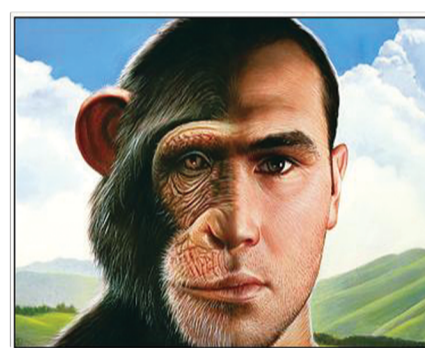
Like - Comment - Share

Igor and Lukrecija like this

### Activity Recent



Igor, Mia and Lukrecija are attending Human Behaviour and Evolution conference, Albuquerque, June 13-17th 2012



Igor, Mia and Lukrecija are inviting you to Evolutionary psychology Facebook study, April 14th 2011.

Going ( 1,386 )



**Lukrecija Puljic** shared an activity on your wall 2 weeks ago near Zagreb

### METHODOLOGY

- In order to avoid bias related to using only student FB profiles (i.e. Back et al., 2010), we devised a new method that utilized social networking sites (SNS), specifically Facebook (FB) for obtaining a diverse sample.
- A FB profile (https://www.facebook.com/EvolucijskaPsihologija) was created in order to build aggregation of FB users, who were gathered through friend requests and suggestions by other members of the FB community. Subsequently, participants were recruited through a virtual FB "event" that served the purpose of informing potential participants on the purpose of the study, as well as providing an informed consent for participation. After choosing the option to „attend“ the event, a private message was sent to every participant with a detailed description of the research aims, and requirements.
- A sample of 10 male and 10 female profile pictures was randomly selected from a large pool of FB users (1386) that chose to participate in the research.
- The photographs were rated on nine criteria relevant to mate selection by 31 volunteers, recruited through personal contact (15 male and 16 female, age span from 18 to 54). The rating criteria were: physical strength or athleticism, access to resources or material possessions, ambition or industriousness, social status, intelligence, features of physical appearance, features accentuating youthfulness, high activity level, and flirtatious behavior.

Like - Comment - Share

Igor and Mia like this



**Igor Miklousic** tagged you in Amazing data 2 weeks ago near Zagreb

Table 1.:

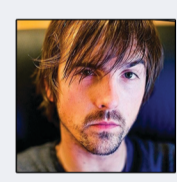
Multivariate analysis of variance exploring how gender predicts the emphasis on fitness indicators (corrected model, N=20).

Variables	M <sub>1</sub>	M <sub>2</sub>	sd <sub>1</sub>	sd <sub>2</sub>	F	Significance	η <sup>2</sup>
Physical strength or athleticism	2,04	2,51	,407	,85	2,472	,133	,121
Access to resources or material possessions	2,2	2,78	,396	,414	10,322	,005**	,364
Ambition or industriousness	2,12	2,68	,292	,474	10,334	,005**	,365
Social status	2,29	2,74	,31	,414	7,772	,012**	,302
Intelligence	2,26	2,36	,297	,441	,390	,540	,021
Features of physical appearance	2,92	2,21	,586	,339	11,036	,004**	,380
Features accentuating youthfulness	3,14	2,41	,401	,53	12,233	,003**	,405
High activity level	2,44	2,78	,546	,682	1,487	,238	,076
Flirtatious behavior	2,71	2,04	,817	,696	3,792	,067	,174

\*\*p<0,01

Like - Comment - Share

Igor, Mia and Lukrecija like this



**Igor Miklousic**

- The study confirmed the predictions made on the basis of the Sexual Strategies Theory (Buss & Schmitt, 1993) for the existence of gender differences in sexual signaling within online settings.
- Ratings showed that males more frequently emphasized cues of social status, ambition and access to material resources, whereas females tended to emphasize features of physical appearance and of youthfulness. Furthermore, the perception of masculinity was mostly tied to the display of resources and physical strength, as was femininity to physical appearance and flirtatious behavior, showing selected displays were recognized as being gender specific.
- The results also highlight the robustness of gender differences in mating signaling systems, as participants long term vs. short term mating orientation was not taken into account. Furthermore, profile photos represent only a small segment of FB signaling potential.

Table 2.:

Correlations between masculinity and femininity estimates and perceived emphasis on fitness indicators

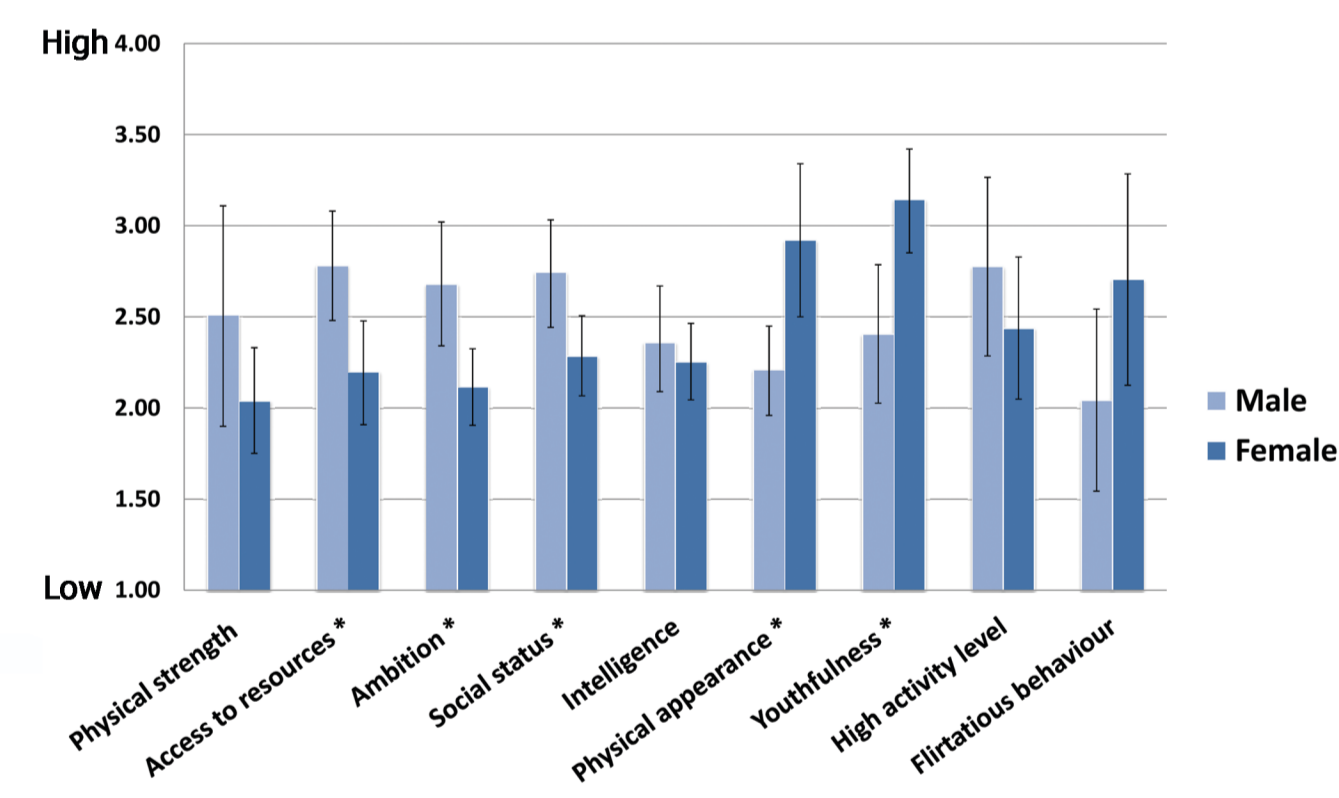
Variables	Femininity	Masculinity
Physical strength or athleticism	-,268	,546*
Access to resources or material possessions	-,386	,651**
Ambition or industriousness	-,350	,477*
Social status	-,315	,488*
Intelligence	,028	-,073
Features of physical appearance	,818**	-,498*
Features accentuating youthfulness	,641**	-,525*
High activity level	-,244	,368
Flirtatious behaviour	,651**	-,359

\*p<0,05

\*\*p<0,01

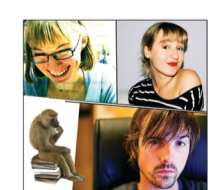
Figure 1.:

Gender differences in sexual signaling through Facebook profile pictures



\* p<0,01

Error bars: 95% CI



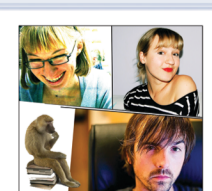
**Igor, Mia and Lukrecija** posted on your wall 2 weeks ago near Zagreb

### TAKE HOME MESSAGES

- Sexual Strategies Theory predictions of mating display behaviors were confirmed in online settings.
- FB research provides many valuable research opportunities investigating evolutionary theory predictions, as well as a mean of acquiring a large and diverse participant sample.
- Study shows the robustness of gender differences in mating-related behaviors, while offering guidelines for further exploration of human interactions through new media

Like - Comment - Share

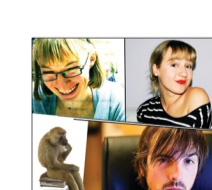
Igor, Mia and Lukrecija like this



**Igor, Mia and Lukrecija** posted on your wall 2 weeks ago near Zagreb

### ACKNOWLEDGEMENTS

We would like to thank Boris Mlacic and Goran Milas, at the Institute of Social Sciences Ivo Pilar for providing support and expert advice on various stages of this research, Finally, we would like to thank Matea Seruga for hard work in enabling the visual identity of this poster.



**Igor, Mia and Lukrecija** posted on your wall 2 weeks ago near Zagreb

### REFERENCES

- Mitja B. D., Stopfer, J.M., Vazire, S., Gaddis, S., Schmukle, S.C., Egloff, B., Gosling, S.D. (2010): Facebook profiles reflect actual personality, not self-idealization. Psychological Science, 21(3), 372– 372.
- Buss, D.M. (1988). The Evolution of Human Intrasexual Competition: Tactics of Mate Attraction. Journal of Personality and Social Psychology 54(4), 616-628.
- Buss, D.M., & Schmitt, D.P. (1993). Sexual Strategies: An Evolutionary Perspective on Human Mating. Psychological Review 100(2), 204-232.
- DiMicco, J.M., & Millen, D.R. (2007). Identity management: multiple presentations of self in facebook. U: Proceedings of the 2007 international ACM conference on Supporting group work.
- Ross, C., Orr, E.S., Sisic, M., Arseneault, J.M., Simmering, M.G., & Orr, R.R. (2009). Personality and motivations associated with Facebook use. Computers in Human Behavior, 25, 578-586.
- Strano, M. M. (2008). User Descriptions and Interpretations of Self-Presentation through Facebook Profile Images. Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 2(2), article 5.

Like - Comment - Share

Igor, Mia and Lukrecija like this